



Initiating the Sale

Chapter 13

Sec 13.1 – The Sales Process

What You'll Learn

- The seven steps of a sale
- The importance and purposes of the approach in the sales process
- How business-to-business sales representatives conduct the initial approach
- The three initial approach methods used by retail salespeople



Steps of a Sale

- Approaching the customer
- Determining needs
- Presenting the product
- Overcoming objections
- Closing the sale
- Suggestion selling
- Relationship building



Approaching the Customer

- The first face-to-face contact with the customer.
- Can make or break a sale
- Sets the mood or atmosphere
- Establishes a relationship





What your mother said is true . . .

You never get a
second chance to
make a first
impression!



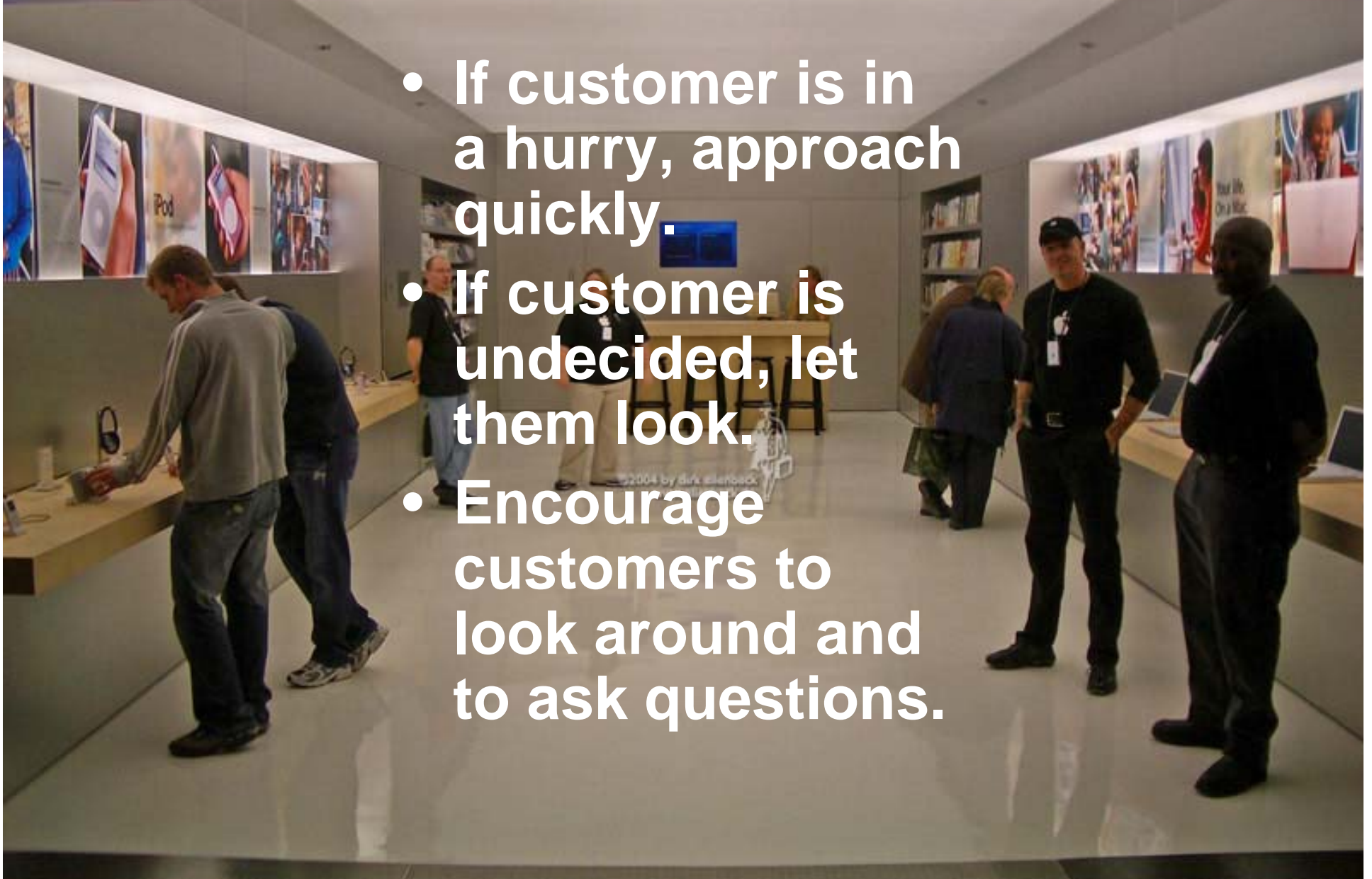
The Approach in Business-to-Business Selling

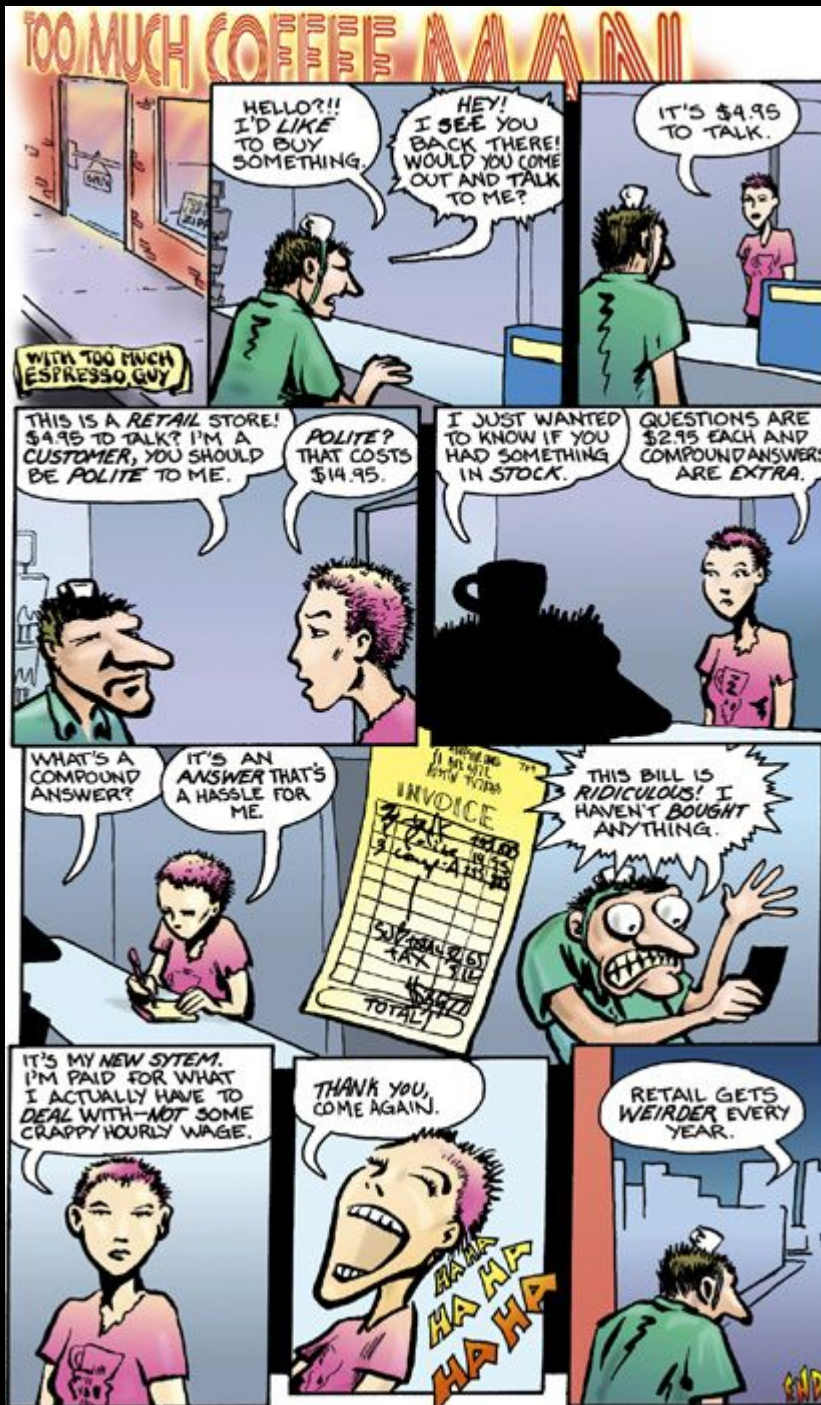
- Set up an appointment
- Introduce yourself with a firm handshake and a smile.
- Be more personal with customers you know.
- Use good opening statements with new customers.



The Approach in Retail Selling

- If customer is in a hurry, approach quickly.
- If customer is undecided, let them look.
- Encourage customers to look around and to ask questions.





Methods for the initial approach:

Service Approach Method

- Ask if assistance is needed.
- “May I help you?”
- Problem – customer says, “I’m just looking.”
- Instead, ask “How may I help you?”



Greeting Approach Method

The salesperson welcomes the customer

“Good morning.”

Establishes a positive atmosphere.



Merchandise Approach Method

Let the customer look around. When they show interest in a product, the salesperson makes a comment or asks a question.

The most effective approach because it gets the customer talking about the merchandise he/she may be interested in.

